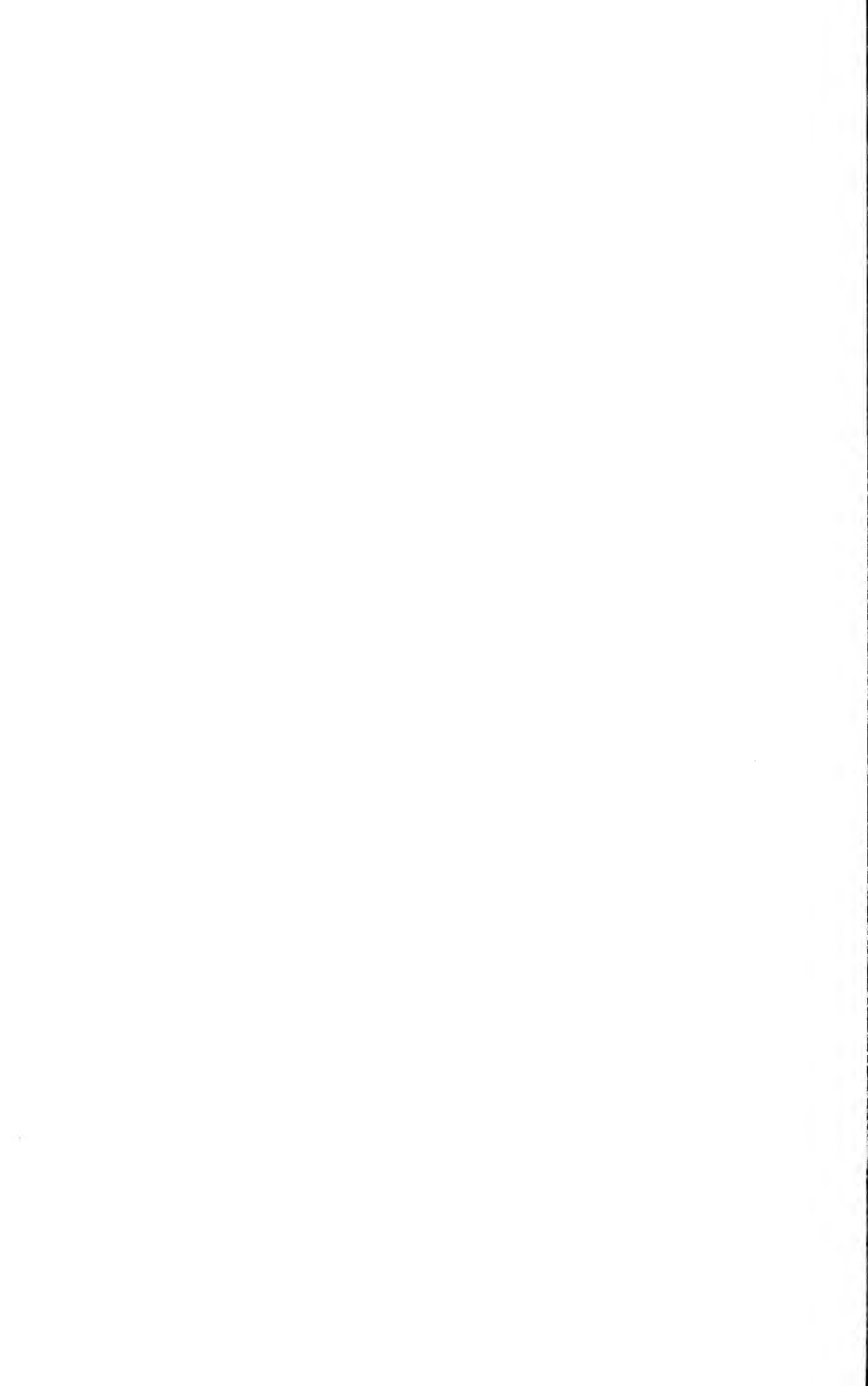


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Do not assume content reflects current scientific knowledge, policies, or practices.



REFERENCES.—Monroe County Savings Bank, Rochester, N. Y.. Rochester Trust and Safe Deposit Co.

Potatoes Grown Especially for Seed

The Foundation of Our Trade Is the Good Will of Satisfied Customers.

REPORTS FROM MANY CUSTOMERS AGREE, SAYING OUR SEED POTATOES COME Surer, MAKES STONGER PLANTS AND STAND BAD WEATHER BETTER, SO MAKE HEAVIER CROPS THAN SEED FROM ANY OTHER PLACE PLANTED ALONG SIDE. TRY THEM AND SEE FOR YOURSELF. BEST SEED IS CHEAPEST IN THE LONG RUN.

CHAS. FORD CO.

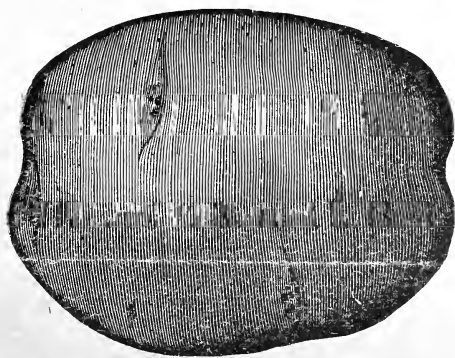
Our Freight Office, Express Office and Money Order Post Office is at

FISHERS, ONTARIO COUNTY, N. Y.

Kindly ask neighbors to send with you, one-half cash now, to secure the VERY BEST SELECTED SEED. Keep it in our cellar. The other half need not come until nearly time to ship early, soon as weather favors. Please give explicit orders for shipping. We deliver in good order on cars; transportation charges in all cases paid by the purchaser, except small packages, by mail. Be sure your order gives name of your Post Office, County, Station and Railroad.

CHANGE OF SEED OFTEN DOUBLES THE YIELD. BUY EARLY AND GET THE BEST. ORDER NOW, BEST KINDS AT FAIR PRICES FOR EARLY SPRING SHIPMENT.

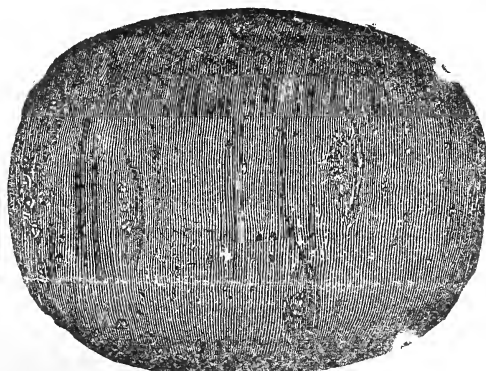
ORDERS FROM PUBLIC INSTITUTIONS, HOSPITALS AND SCHOOLS HAVE CAREFUL ATTENTION.



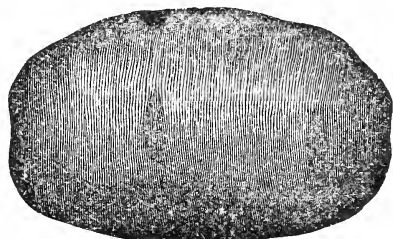
IRISH COBBLER. Excellent cooker, early, very hardy, has good opinion of consumers at highest prices in early market, so good they leave only very few good true Irish Cobblers to plant; 18 years profitable crops from southern fields without change of climate, soil or seed, showed great value and led us to try and increase its vigor here, using best seed in favorable climate and suitable soil. Increased yield very much, some almost too large in 1921 for retail trade. We produced a very prolific strain, especially valuable to growers. Our IRISH COBBLERS of medium size will go far in planting; should make strong, healthy, vigorous plants and profitable crops very early. Large, handsome, creamy white skin often slightly netted, nature's mark of finest cooking quality; many have small specks on similar to Early Ohio and Six weeks. Early potatoes first in market bring highest prices. Cobbler quoted highest in all early markets until very few TRUE IRISH COBBLERS are left for seed. 150 pound sack, \$10 50.

BLISS TRIUMPH. Bright red, round first kind to come in spring from Florida, very early and later from far northwest. Eyes shallow nearly even with the surface, flesh very white. 60 pounds \$5.00, 150 pound sack \$12.00.

EARLY SIX WEEKS. One of the very best kinds for early gardens. Vines large, upright, healthy, vigorous, rapid growers. While still very young its plants set potatoes, excellent cookers even before vines die. They soon grow to uniform large size ready for market while prices are high. Round to oblong, light pink, very handsome. Good keepers, firm and sound, very late. Finest quality always, flesh very white and floury. 150 pound sack, \$12.00.



EARLY OHIO. Extra early especially desirable where summers are too short for other kinds. It is generally regarded as being superior for early market, because it is mature when other early sorts are yet too small to market with profit. The supply of TRUE EARLY OHIO has not been equal to the demand for planting, therefore orders should come early to secure choice stock pure and true to name, oblong to round, especially bright pink, round seed end with little white specks. Per 150 pound sack, \$12.00.



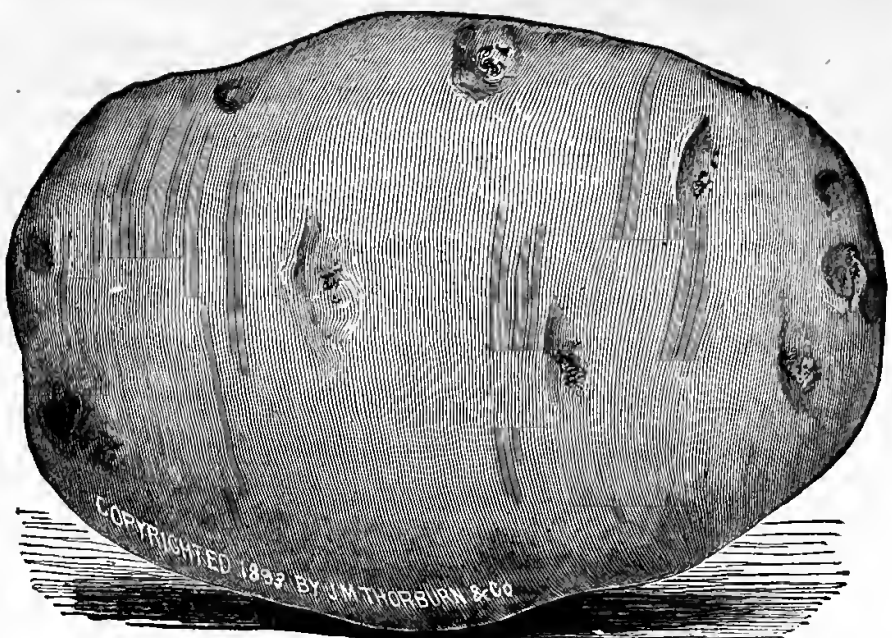
KING OF THE ROSES. Produces much heavier crops of fine, large, handsome tubers of excellent quality, than any other of the Rose family, ripening with Early Rose. A strong, rapid grower, standing up well during season of growth, then the vines cover the ground. Large, oblong, pink like Early Rose. It is one of the best. Per 150 pound sack \$10.00.



QUEEN. Very, early sprouts quickly and grows rapidly making good, large, thrifty vines very soon. Chunky, roundish to oblong slightly flattened with good strong healthy but shallow eyes, smooth, very handsome, some of them blotched pink and white, flesh fine white, very desirable for home use all year round and for discriminating customers who buy only the best always, finest cookers to be had. 60 pounds \$5.00. 150 pound sack \$10.00.

We Recommend Especially (Irish Cobbler, Early Ohio, Hushier, Early Six Weeks and Early Queen for extra early; Green Mountain, Heavy Weight, Uncle Sam, American Beauty and World Wonder for medium; Sir Walter Raleigh, Carman, and Enormous for late.

CARMAN NO. 3. An immense yielder, hard to beat, large smooth white, round to oblong, slightly flattened. Some almost too large for retail trade in small quantities. CARMAN No. 3 is very profitable to grow generally throughout the middle states for wholesale carload markets because large. Smooth, bright, handsome, good cookers, always commanding top prices. Eyes not deep but very strong, making high lanky sprouts. Very large, rugged healthy vines having dark green leaves and purple blossoms. CARMAN No. 3 is very reliable, very profitable making immense crops which keep firm and sound for late summer use. Good cookers until new potatoes come. 150 pound sack \$10.00.



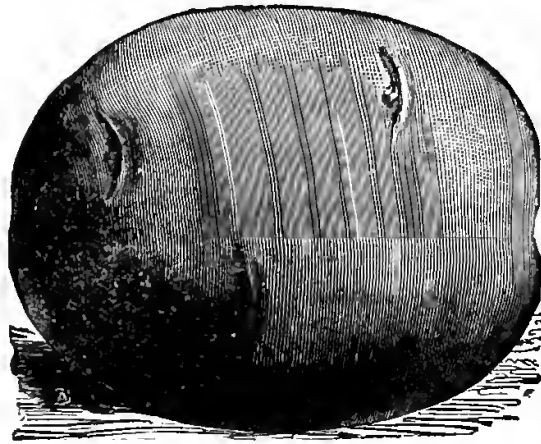
WORLD WONDER. Mid-season, very profitable to grow for wholesale carload marketing. Yields immense crops, very large, round to oblong slightly flattened, very white and handsome, good keeper, firm and sound, excellent for late spring and summer use while early varieties develop in the gardens. 150 pound sack, \$10.00.

RURAL NEW YORKER NO. 2. Consumers and dealers complain of too much waste from potatoes pinched in the middle and of slim ones having very many eyes are not good seed; when such kinds failed then came Rural New Yorker with its immense vitality, big white sprouts soon tipped purple, very dark colored leaves on many limbs finally loaded down rugged upright vines having purplish blossoms with yellow centers, its potatoes are very large close to the vines easy to harvest; roundish, plump, white, smooth easy to sell. A very heavy cropper well suited for central New England, late middle states, Ohio and southern Michigan, good keeper. 150 pound 1st grade in sack \$9.50. 150 pounds 2nd size in sack \$9.00.

MANISTEE IMPROVED. Medium early. Out yielded all other pink kinds in many fields. Plants are large, healthy, vigorous, rapid growers, free of blight or other disease making remarkably heavy crops of handsome appearance. Very large, oval, oblong, bright pink skin, very white flesh of excellent cooking qualities. 150 pound sack, \$10.00.

NEW NUMBER NINE. Resembles Carman No 3, some almost too large for retail trade in small quantities. Very productive, round to oval-oblong, very handsome, smooth, white. Good late keeper of excellent quality for late spring and summer use. 150 pound sack, \$9.50.

GOOD CHANCE TO TRY NEW KINDS. About 1 pound (4 good potatoes) each of 10 kinds, your selection from our lists, packed and on cars, \$10.00; 8 kinds, 5lb each, or 5 kinds, 10lb each, packed and on cars, \$10.00.



DIBBLE RUSSETT. Many successful farmers buy from us seed of this kind every spring some large, and some buy second size from which they grow very profitable crops. Roundish slightly flattened, plump, white skin slightly netted with good strong eyes almost even with surface; make very large, healthy sprouts, broad very dark colored leaves, excellent late keepers very satisfactory to growers and buyers; always wanted; they want more and still more good cooking Russetts. 150 pounds 1st size in sack \$10.00. 150 pounds 2nd size in sack \$9.50.

SIR WALTER RALEIGH. A new seedling of Rural New Yorker that is better than its parent, which it closely resembles, but is later and more uniform in shape and size. Good sellers, almost every one marketable. Per 150 pound sack, \$9.50.

GREEN MOUNTAIN IMPROVED. A reliable originator of seedlings sold the entire stock of Green Mountain to a seedsman who sent a small potato having numerous eyes to each subscriber for his Farm Newspaper. His seed catalogues, great pictures looked like a heavy cropper (chunky with few eyes) claimed yield 1360 bushels per acre; price high even with many eyes, harrel planted one eye to each check, three feet apart each way in good rich soil made 35 bushels early, white, oval, having many but very shallow eyes, excellent cookers, too small for heavy croppers; they set heavy, so led growers to hope for greater crops next time. In helping potato experts select the nicest ones from which to make pictures for seedsman's catalogue our Chas. W. Ford selected five chunky, square-ended large ones having only a few but strongest appearing eyes. Three men who had harvested them with forks declared these chunky ones having few eyes had grown on the same vines with oval ones having many eyes. This natural change to larger size with few eyes resulted in GREEN MOUNTAIN IMPROVED, one of the very best for the principal crop. Dealers and housekeepers want these good cookers, white, handsome, right size, hardly leave enough for seed of this heavy yielder, good keeper. 150 pound sack \$12.00.

BEAUTY OF HEBRON. Comes up soon, grows rapidly, luxuriant foliage, stands up well branching freely, bright green leaves and white blossoms, skin white clouded with pink, mostly white in southern states sand, but best hilltop level potato soils here color half their smooth fair skin bright pink, very beautiful. Good size, largest oblong, slightly flattened, excellent cookers always very fine white and flowery, very hard to beat for home use and fancy marketing with discriminating customers. Good for garden. 150 pound sack \$10.00.

Time was when many kinds of potatoes were so poor as to disgust cooks. Run-out sorts yielded but little, and stout boys tugged at the vines loaded with little ones not worth saving. Then came **EARLY ROSE.** Excellent cookers welcomed by everybody, smiles and profits to growers, satisfaction to cooks and housekeepers everywhere. Its pretty white blossoms and broad green leaves and rank thrifty foliage bring heavy yields of desirable size uniformly early, handsome pink skin, flesh very fine and white if grown in southern lowland or in black muck of swamp land, but in loamy soil of northern highland ranks above rapidly growing potatoes; clouded seed ends with faint pink in most vigorous strain of this standard of excellent cookers. **EARLY ROSE** one of the very best kinds. 150 pound sack \$10.00.

STRAY BEAUTY. Highly prized because some from its vines very soon large enough to cook, taste good. Other of its plants in favorable climate and soil ripen little later many to each vine, good crops. Round, bright red with shallow eyes almost even with surface. 60 pounds \$5.00. 150 pound sack \$11.00.

UNCLE SAM. Mid-season, roundish, flattened, smooth, white, heavy yielder, good keeper, of excellent quality. Per 150 pound sack, \$12.00.

BOVEE. Early oblong, smooth, pink and white. Good yielder of fine quality. 150 pound sack \$10.00.

HEAVY WEIGHT. New, medium late, makes very large healthy vines and immense crops. Very large, smooth and white, slightly flattened resembling Carman, so very handsome and so remarkably productive, that wherever well known it is wanted for planting. We offer limited quantity **HEAVY WEIGHT** from heavy crop, grown from carefully selected stock. 150 pounds 1st grade in sack, \$10.00.



When you buy Our Seed Potatoes you know you get the best there is. They have gained a wide reputation.

IT WILL PAY YOU to get best Northern Seed. Three kinds, one pound each by mail postpaid \$2.00 or 10 kinds 1 lb. each, postpaid, \$6.00, or 5 kinds 10 lbs. each (50 lbs.) by express or freight, \$10.00.

A GOOD MAINSTAY OF HOME TO KEEP AND TO SELL—POTATOES GROW MORE HUMAN FOOD THAN ANY OTHER CROP ON THE SAME GROUND

NOW SEEMS A GOOD TIME TO BUY THE VERY BEST SEED POTATOES PRODUCED BY MANY YEARS OF CAREFUL MANAGEMENT IN BEST WAYS POSSIBLE AND STORED IN OUR WAREHOUSE PLANNED ESPECIALLY FOR KEEPING HEALTHY SELECTED SEED POTATOES, WELL GRADED AGAIN IN GOOD LIGHT AS EXPERIENCED HANDS PACK FOR SHIPPING VERY BEST SEED. FULL WEIGHT AUTUMN SACK 165 LBS. POTATOES SHRINK TEN PER CENT TO 150 POUNDS FIRST OF MARCH.

Ask For Lowest Cash With Order Prices

ON JUST WHAT YOU WISH TO BUY. NOW BEFORE PRICES ADVANCE. BEST EARLY POTATOES SCARCE AND PRICE HIGH AT PLANTING TIME.

ASK FOR SPECIAL PRICES ON THREE SACKS—WHAT KINDS DO YOU WANT ?

Carefully Selected Potatoes

POTATOES THE MAINSTAY TO KEEP AND TO SELL

	Full 150 Pound Sack	150 lbs. 2nd Size Per Sack
BEAUTY OF HEBRON, one of the best for the garden, good all year round.....	\$10 00	\$ 9 00
BOVEE, early, smooth, excellent quality, good yielder	10 00	9 00
BLISS' TRIUMPH, extra early, round, bright red, good for garden, first to harvest.....	12 00	11 00
CARMAN NO. 3, immense yielder, large, roundish, smooth, white, handsome, profitable	10 00	9 00
DIBBLE RUSSET, large, round, white, netted skin, productive, good keeper and cooker...	10 00	9 50
EARLY OHIO, extra early, good for the market garden, excellent quality, all year round	12 00	11 00
EARLY QUEEN, early, a heavy yielder, of excellent quality, handsome	10 00	9 00
EARLY SIX WEEKS, extra early, light pink, resembling Early Ohio, fine quality	12 00	11 00
EARLY ROSE, old, yet always reliable, stock limited and hard to get, always good.....	10 00	9 00
ENORMOUS, very productive, large, white, late, good to cook or sell	12 00	
GREEN MOUNTAIN IMPROVED, mid-season, large, free yielder, extra fine quality always..	12 00	
HEAVY WEIGHT, new, immense yielder, very large, round, smooth, white, excellent....	10 00	9 50
HUSTLER, extra early, large, white, productive, keeps well, finest quality always.....	11 00	10 00
IRISH COBBLER, very hardy, extra early, large, productive, good yielder, fine quality, try it	10 50	10 00
KING OF THE ROSES, early, very productive, light pink, handsome, one of the best.....	10 00	9 00
MANISTEE IMPROVED, new seedling, early, pink skin, white flesh, very productive	10 00	
NUMBER NINE, new, hardy, round, white, heavy yielder, good for late marketing	9 50	
RURAL NEW YORKER NO. 2, very popular, handsome, heavy yielder, sells top of market	9 50	9 00
SIR WALTER RALEIGH, large, smooth, oblong, white, heavy yielder, good.....	9 50	9 00
SPAULDING ROSE NO. 4, early, pink, handsome, large, oblong, heavy yielder	10 00	
STRAY BEAUTY, very early, round handsome red, good for garden, good keeper	11 00	10 50
THOROUGHbred, medium early, long, pink, heavy yielder, excellent quality.....	10 00	9 50
UNCLE SAM, smooth, white, oval, productive, handsome, good for late spring use.....	12 00	
WORLD WONDER, very productive, large, smooth, white, good keeper, fine quality.....	10 00	9 00

CERTIFIED SEED POTATOES

We have CERTIFIED SEED potatoes in some varieties. We will be glad to quote prices on applications which mention kinds and quantities wanted.

SPALDING ROSE NO. 4. Makes heavy crops here even on light thin soils—also comes early from Florida and Carolina but not quite so early as Bliss Triumph or Irish Cobbler. Spalding crops please growers, easy to sell, pleases dealers, its fine white flesh pleases cooks. Numerous large oval-oblong slightly flattened, handsome pink. Good. 150 pound sack \$10.00.

W. J. Bunnell wrote us: "Received my seed potatoes. Perfect in every way. Best I ever got from any place."

ENORMOUS. Said to have yielded 604 bushels on a measured acre, 1599 bushels on three acres the next season; vines large, stout, crop remarkable, potatoes very large, white, late. 150 pound sack \$12.00.

THOROUGHbred. This new, medium early potato of the Rose class comes highly recommended by seedsmen and prominent farmers who have grown it. It has made very heavy crops here. Per 150 pound sack, \$10.00. Of excellent quality.

S. W. Moore, Horticulturist, wrote us: "Potatoes came in good shape, I wanted them as yours have proven good seed."

The supply of Choice Potatoes is not equal to the demand and orders should come at once to secure good stock. Prices are liable to be higher at Planting Time.
Long life experience leads very successful growers to rely on 2nd size having one large healthy sprout, sure to make good crop than with three eyes on a piece.